

**UNIVERSITI TEKNOLOGI MARA  
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INTERIOR ARCHITECTURE DEPARTMENT**

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It is recommended that this Research Project Report prepared


By

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titled

**PROPOSED NEW INTERIOR DESIGN OF MITSUBISHI SHOROOM (3S) FOR MITSUBISHI MALAYSIA SDN BHD  
AT LOT 24, JALAN JURUHEBAH U1/50, TEMASYA INDUSTRIAL PARK PHASE 2, SEKSYEN U1,  
GLENMARIE, SHAH ALAM**

Accepted in partially fulfillment for the award of the Diploma in Interior Design

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## **ABSTRACT**

A final year student of Interior Design is required to prepare a final year project. All the design must be related to the project that have been choose. Before doing the design, main aspect must be considered to get the information. So that, we must do a research, case study, design schematic and the planning to make sure that client will give the good feedback with our design. Proposed new interior design of Mitsubishi Showroom (3s) is a one of the direct advantages to Mitsubishi Malaysia Sdn Bhd. It is because, followed the objective and the issues and a space planning was come out with the design concept and the images. So, to implement the design into the space is a complicated way because it has the stages we must follow. The planning that we have been created and the ideas that we want to implement into the space must be related to the concept and the images. With the concept 'Extraordinary' and modern image will implement into the space. So, conclusion is, the good design is how we implement the concept and the images into the design cafe, followed by the development of ideas.



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## **CHAPTER 1**

### **PROJECT BRIEF**

#### **1.1 INTRODUCTION**

This thesis report is a comprehensive exercise design, which is students have to prepare interior design scheme according to their own final project. The title for my final project is Proposed New Design Scheme For Mitsubishi Showroom (4s) at Lot 24, Jalan Juruhebah u1/50, Temasya Industrial Park Phase 2, Seksyen u1, Glenmarie, Shah Alam, Selangor.

Nowadays, industry automatif have shown that the level competition experienced in the past will further intensify in the future, and that in the mass market segment, this competition will be driven by promotions, price, design of showroom, and variety types of sales to promote their product.

The car showrooml industry has always been continouesly to remain a very competitive industry as most of them offering the same item which is cars and the same display fixtures which is not properly arranged and not interesting by the customers. Competition in such environment can only be expected to get more intence.

As we know, each car showroom found in Malaysia seldom provide comfortable and attractive exhibition/design for the customers. This include satisfaction aspect and advisory service, as most Mitsubishi users are lack of information about Mitsubishi cars. In order to succeed in this industry, new approach and design environment of a concept showroom need to be done.